



October 1st 2013

Oak Lawn's Shark series achieved No. 1 sales* in the FY2012 steam cleaner market!

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: shopping brand "Shop Japan") is pleased to announce that their steam cleaner Shark series achieved the top sales results *1 in the FY2012 steam cleaner market.

*1: Based on total series product shipment of brand manufacturers in the FY2012 steam cleaner market (survey by Yano Research Institute Ltd.) (as of July 2013)

■Shark brand history

Shark brand was established in 1997 as a brand offered by Euro-Pro Operating LLC, a company well known for its quality and innovation over 80 years in the sewing machine industry. In 2004, they launched Shark Series Cleaner which became a major hit product. In 2007, Euro-Pro released a light and handy powerful steam cleaner, Shark Steam Mop, which does not use harmful chemicals.

With their continuous innovation and original know-how, Euro-Pro launched various products one after another including garment irons, steam cleaners, and powerful compact cleaners. They are now known as the pioneer in steam cleaning technologies.

Shop Japan started selling Shark Steam Mop Basic in November 2007 and Shark Steam Portable in September 2010. Further, in April 2013, they launched Shark Steam Cleaner All in 1 which can be used in two ways, mop and portable.

Shark brand will continue to make every effort to provide multi-functional, powerful and convenient products which replace existing brands around the world.

■Special features of Shark series

With super-heated dry steam of over 100 degrees Celsius*2, the Shark series loosen, lift and lock in dirt with microfiber pads. The Shark steam cleaners use regular tap water without requiring special detergent or deep cleaning. Washable microfiber pads save on money. The Shark series come in varieties to suit your needs of cleaning for all kinds of dirt in every part of your house.

The Shark products do not only remove dirt, they sanitize the floor while killing 99.9% of germs (demonstrated by an experiment below*3).

*2: Temperature at an inner nozzle outlet.

*3: The experiment conducted by Japan Food Research Laboratories. Sanitization method: High temperature steam heating. Test method: Counted the number of bacteria based on the pour plate method using standard agar medium. Test subject: Wooden floor surface.

*Please note that this experiment is conducted only on Shark Steam Portable and thus no warranty is given that every kind of bacteria is killed by Shark series products.

OLM continuously strives to provide services that meet every customer's need through various media forms to achieve its company vision of lifestyle enrichment.

For more information, contact our PR Section at Oak Lawn Marketing, Inc.

TEL: +81-3-6746-0324 FAX: +81-3-6274-5324 E-mail:pr@oaklawn.co.jp

株式会社 オークローンマーケティング

[本社] 〒461-0005 名古屋市東区東桜1-13-3 NHK名古屋放送センタービル14F TEL:052-950-1124 FAX:052-950-1524
[Head Office] NHK Nagoya Broadcasting Center Bldg. 14F, 1-13-3, Higashi Sakura, Higashi-ku, Nagoya Japan 461-0005 TEL: +81 52-950-1124 FAX / +81 52-950-1524



【Product Information】Shark series product lineup

Shark® Steam Mop Basic 	<p>Product name Shark Steam Mop Basic</p> <p>Price ¥14,940</p> <p>Specification 100V,1500W</p> <p>Dimension Main unit: Approx. 118cm(with handle bar), Pad: Approx. 17cmx29.5cm</p> <p>Weight Approx. 1.4kg(Main unit only) *Power cord not included.</p> <p>Included accessories 1 Main unit, 2 Microfiber pads, 1 Filling flask & funnel, 1 Carpet ring</p> <p>Cord length Approx. 5.0m</p> <p>URL http://www.sharksteammop.jp/product/basic/</p>
-----------------------------------	---

Shark Steam Mop Basic keeps your house clean and makes your life better by removing grime and dirt on carpets and floors. It also locks in house dust and dead ticks. Shark Steam Mop can be used on wooden floors as well as tile floors, carpets and even tatami floors! It cleans all types of floors in the kitchen, bathroom, toilet, hallway, or anywhere in the house.

Shark® Steam Portable 	<p>Product name Shark Steam Portable</p> <p>Price ¥14,940</p> <p>Specification 100V,1500W</p> <p>Dimension Main unit: Approx. 25.5cmx25.5cmx12cm</p> <p>Weight Approx. 1.5kg(Main unit only)</p> <p>Included accessories Main unit, Wedge attachment, Cylinder wand attachment, Direct steam nozzle, Extension hose, 2 Brush heads, Microfiber pads (2 Wedge pockets, 2 Cylinder pockets), Cylinder dusting pocket, Garment steamer, 1 Garment steamer cap, Squeeze wedge pocket, Scrubber wedge pocket, Special tote bag, Nozzle cleaner, Filling flask</p> <p>Cord length Approx. 5.0m</p> <p>URL http://www.sharksteammop.jp/product/portable/</p>
----------------------------------	---

With handy Shark Steam Portable, you can clean every part of your house very easily, using just tap water. It removes sticky oil residue in the kitchen and stubborn water stains in the bathroom. It also cleans a shoe closet full of stains and odor and hard-to-clean sofas and curtains.

Shark® Steam Cleaner All in 1 	<p>Product name Shark Steam Cleaner All in 1</p> <p>Price ¥19,800</p> <p>Specification 100V, 1500W</p> <p>Dimension 【Mop】Height: Approx. 121cm, Head: Approx. 15cmx30cm 【Portable】Height: Approx. 30cmx15cmx20.5cm (with Direct Steam Nozzle attached)</p> <p>Weight 【Mop】Approx. 2.6kg (Main unit only) 【Portable】Approx. 1.3kg (Main unit only) *Power cord not included.</p> <p>Included accessories Main unit, Mop housing, Filling flask, Handle assembly screw, Handle, Screwdriver (1 each) 【Mop】Head, Hyper pad, Carpet ring (1 each) 【Portable】Extension hose, Flat head, Hyper cap, Steamer head, Garment steamer cap, Multi-purpose steamer cap, Garment brush, Direct steam nozzle, Nozzle cleaner (1 each)</p> <p>Cord length Approx. 5.0m</p> <p>URL http://www.sharksteammop.jp/product/allinone/</p>
--	--

Shark Steam Cleaner All in 1 combines Shark Steam Mop and Shark Steam Portable! With the press of a button, remove the portable Handheld Steamer. Use Mop to steam clean wooden floors and carpets. Use portable Handheld Steamer to remove stubborn stains around a stove and fan in the kitchen and to clean window sills, net windows, and hard-to-clean sofas and curtains..